

SERFF Tracking Number:	APLE-127306702	State:	Arkansas
Filing Company:	IA American Life Insurance Company	State Tracking Number:	49213
Company Tracking Number:			
TOI:	L08 Life - Other	Sub-TOI:	L08.000 Life - Other
Product Name:	Voice Signatures - IA9914		
Project Name/Number:	/		

Filing at a Glance

Company: IA American Life Insurance Company

Product Name: Voice Signatures - IA9914

TOI: L08 Life - Other

Sub-TOI: L08.000 Life - Other

Filing Type: Form

SERFF Tr Num: APLE-127306702 State: Arkansas

SERFF Status: Closed-Filed-Closed

Co Tr Num:

Author: Traci Baty

Date Submitted: 07/01/2011

State Tr Num: 49213

State Status: Filed-Closed

Reviewer(s): Linda Bird

Disposition Date: 07/07/2011

Disposition Status: Filed-Closed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name:

Project Number:

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 07/07/2011

State Status Changed: 07/07/2011

Created By: Traci Baty

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Traci Baty

Filing Description:

See cover letter under Supporting Documentation.

Company and Contact

Filing Contact Information

Clara Keel, Product Filing Manager

425 Austin Ave

Waco, TX 76701

ckeel@aatx.com

254-297-2794 [Phone]

Filing Company Information

IA American Life Insurance Company

17550 N. Perimeter Dr.

CoCode: 91693

Group Code: 315

State of Domicile: Georgia

Company Type: LAH

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Suite 210 Group Name: Industrial Alliance State ID Number:
Group
Scottsdale, AZ 85255-0131 FEIN Number: 13-3036472
(480) 473-5540 ext. [Phone]

Filing Fees

Fee Required? No
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
IA American Life Insurance Company	\$0.00	07/01/2011	

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Linda Bird	07/07/2011	07/07/2011

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<i>Product Name:</i>	<i>Voice Signatures - IA9914</i>		
<i>Project Name/Number:</i>	<i>/</i>		

Disposition

Disposition Date: 07/07/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Cover Letter		Yes

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Supporting Document Schedules

		Item Status:	Status Date:
Bypassed - Item:	Flesch Certification		
Bypass Reason:	N/A		
Comments:			
		Item Status:	Status Date:
Bypassed - Item:	Application		
Bypass Reason:	N/A		
Comments:			
		Item Status:	Status Date:
Satisfied - Item:	Cover Letter		
Comments:			
Cover Letter attached.			
Attachment:			
AR IA9914 Voice Signature Letter.pdf			

P.O. Box 2549 / Waco, Texas 76702-2549
254-297-2774

July 1, 2011

NAIC No. 91693

Mr. Joe Musgrove
Policy and Other Form Filings
State of Arkansas
Department of Insurance
1200 West Third Street
Little Rock, Arkansas 72201-1904
Attention: Compliance - Life and Health

Re: Voice Signatures on Life Insurance Application Form No. IA9914

Dear Mr. Musgrove:

We are writing today to request permission to use Life Insurance Application Form No. IA9914 approved by your department on April 12, 2011, Serff Tracking Number APLE-127105003, for voice signature on applications for life insurance. The procedures will be exactly the same as those already outlined and filed for use by Occidental Life Insurance Company of North Carolina, one of our associated companies, for its Life Insurance Application Form No. OL9466-AR Rev.11/04.

We look forward to hearing from you at your earliest convenience, if you have any questions, you may contact me at 1-800-736-7311, extension 3216, or ckeel@aatx.com.

Sincerely,



Clara Keel, FLMI
Product Filing Manager & Assistant Secretary
American-Amicable Life Insurance Company of Texas
A subsidiary of IA American Life Insurance Company

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